I do not think that airplanes need to have cell phones on them. That is one of the few times when business travellers enjoy a sense of peace, knowing they are not expected to remain in communication. For those travelling for pleasure, it allows us to enjoy a flight without the jabbering of those on multiple cell phones, without the ringing. I think it would be ridiculous, no one needs to be THAT in contact with anyone. If it's that important, take a different flight, so that you may be available during that time to be on your cell phone.